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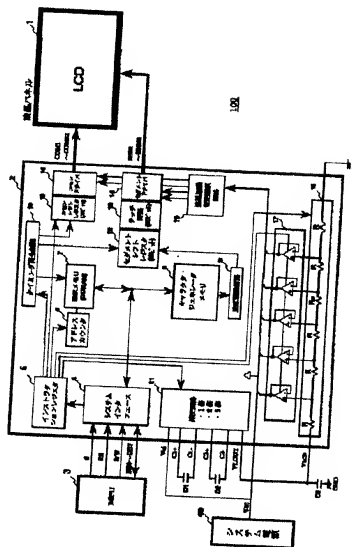
PUBLICATION NUMBER : 10214063
 PUBLICATION DATE : 11-08-98
 APPLICATION DATE : 30-01-97
 APPLICATION NUMBER : 09016935

APPLICANT : HITACHI DEVICE ENG CO LTD;

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INT.CL. : G09G 3/36 G02F 1/133

TITLE : LIQUID CRYSTAL DISPLAY
 CONTROLLER AND LIQUID CRYSTAL
 DISPLAY DEVICE



ABSTRACT : PROBLEM TO BE SOLVED: To reduce the power consumption by setting an optimum driving voltage and an optimum driving bias condition in accordance with an LC driving duty.

SOLUTION: An LCD controller 2 is provided with the driving duty selecting register which is reloadable from a microcomputer 3 and a driving bias selecting register. When a full surface display of an LCD panel 1 is to be switched to the display with a portion of the rows, the setting values of the driving duty selecting register and the driving bias selecting registers are changed by the microcomputer 3 and a display is selectively conducted for a portion of an LCD panel 1 with a low voltage and a low duty drive. To be more specific, in a common shift register 15, which outputs a selection level by time dividing for every line, selection information is successively shifted for the shift register only which conducts a display operation and no shift operation is conducted for the shift register corresponding to the non-display section of the screen.

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